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1907
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Jackson & Perkins Company

NURSERYMEN AND FLORISTS

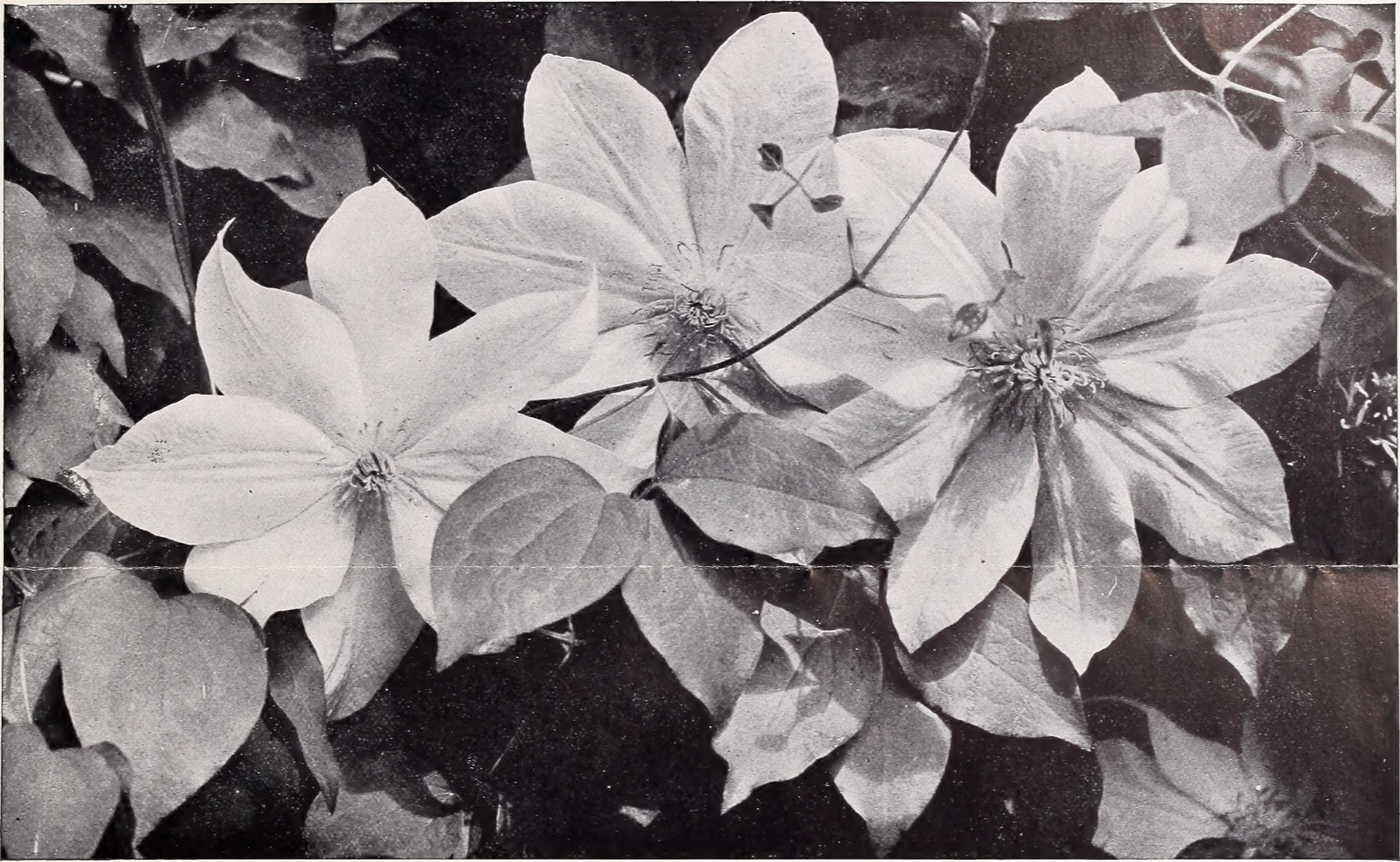
WHOLESALE ONLY

NEWARK, Wayne County, NEW YORK

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“Largest Growers of Clematis in the World”

“THERE’S A REASON”



Clematis Henryii—The Best Single White.

If a man in your town should sell ninety per cent. of the shoes worn there, you'd know there was *a reason*, wouldn't you,—good shoes, or low prices, or both?

The fact that he *could do this* would indicate exceptionally favorable conditions, wouldn't it?

Now, here at Newark, we have certain exceptionally favorable conditions of soil and climate, and the experience that enables us to grow good Clematis. Growing more than any other firm *in the world*, it is reasonable to expect that we can produce 200,000 or 250,000 Clematis at *less expense* per thousand than the grower who turns out 20,000 or 2,000 isn't it?

The increasing demand for plants of the very best quality at a reasonable price, has made us the *largest growers of Clematis in the world*.



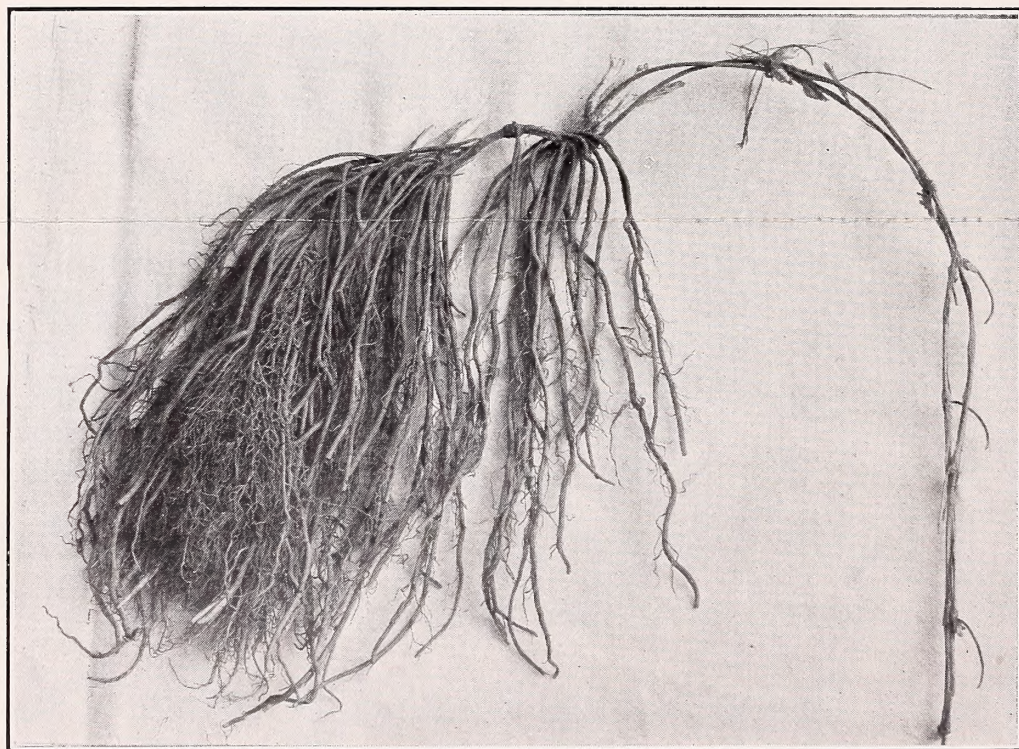
A Field of Clematis

This shows a corner of a solid five-acre block of Clematis in our Nurseries. The desired effect, however, is lost, because the photograph was taken looking across instead of down the rows. Strung along each of these rows are two wires, one as close to the ground as possible, the other about 3 feet above it. The plants are trained on cotton twine running from wire to wire and are securely tied to the bottom wire to prevent the wind whipping them about, breaking the plants off at the crown, or splitting the bark. These injuries would result in blight and the loss of the plants

A Dormant Newark-Grown Clematis Plant

(The J. & P. Kind)

(Note the fine root-growth; clean, healthy, and vigorous---and compare with the puffy dropsical Holland roots.)



NOT "Made in Holland."

CLEMATIS

The Most Profitable Specialty for Selling Thru Agents or Catalogs.

Because Clematis still retail at good, fair prices; the market has not been cut to pieces as in the case of most fruit trees and many ornamentals. There is enough difference between the retail and the wholesale prices to net a fair profit. They are hardy and easy to grow; you won't be called on to replace a lot of them. It doesn't cost you the biggest part of your profit to get the plants to your place and in turn to deliver them to your customers. They are light and not bulky, and the packing and freight are small items.

The "J. & P." CLEMATIS are recognized as being equal or superior to any plants on the market, home-grown or imported. They are better than the Holland-grown Clematis, because they are free from any disease. In our five acres of Clematis last season, there wasn't a sign of blight. We shall have as many this year. The quantity we sell is an indication of the esteem in which our plants are held. When we first began to grow Clematis, we found that our soil was particularly adapted to the production of strong, clean, thrifty plants. We have increased our planting each season until now we are the largest growers of Clematis in the world.

Ours are *field-grown* plants, carefully trained on trellises to permit of thorough and careful cultivation and to prevent the splitting of the bark or the breaking of the plants by the wind whipping them about. On orders placed now for fall or spring delivery, we will make *special prices* according to the quantities contracted for. Tell us how many you can use. We sell three sizes of plants.

Colored circulars like the enclosed sample, but printed with your name, prices, etc., can be had at \$4 for the first thousand, and \$3 for each additional thousand. If sent out with your letters, catalogs, and salesmen, they ought to *sell Clematis*, and there will be *as much clear money in such sales as in anything you sell.*

We don't grow the best of
everything. We can't. We
aim to find out what we *can*
grow a little better or a little
cheaper than some one else, *and*
then we grow it

Field Investigations in Pomology

RECEIVED

OCT 28 1907

Answered